



Social Media Promotion

- Build a content calendar (remember to keep any 'sales' type posts to a minimum less than one per week and write them as an added value offering).
- Encourage your guests to take pictures during your event and share them through social media.
- Use pictures and write content that encourages behaviour such as sharing or liking material. When someone likes or shares content, that activity is shown to their friends and increases the number of people that will see your post.
- If you want to run a contest on your Facebook page you should definitely use a Facebook-approved third party supplier to ensure that you are following Facebook guidelines. Facebook does not permit you to run contests on your own, and will shut your Facebook page down if you are caught.
- Boaters that invite non-boaters out for the Welcome to the Water Day should be entered for a separate contest. Discover Boating Canada will run a national photo contest during the month of July on www.facebook.com/DiscoverBoatingCanada, encouraging boaters to submit pictures from their Welcome to the Water day for a chance to win \$250 and have their picture featured as the new cover page for the month of August.
- Your own contests should be themed (eg. best sunset, best boat name, first fish caught, best boat drawing, and so on) and offer appropriate prizes.
- Your posts should link to the appropriate website content and you should use a link shortener (such as www.bitly.com) in order to determine traffic generated.

